

**STATE OF IOWA
IOWA DEPARTMENT OF EDUCATION
BUREAU OF
NUTRITION, HEALTH & TRANSPORTATION SERVICES
GRIMES STATE OFFICE BUILDING
400 E 14th STREET
DES MOINES, IOWA 50319-0146**

**REQUEST FOR
WEB-BASED SCHOOL BUS DRIVER TRAINING SYSTEM
PROPOSALS**

Due Date for Proposals: November 10, 2008

**Bureau of Nutrition, Health, & Transportation Services
Contact: Max Christensen
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A. GENERAL INFORMATION:

The Iowa Department of Education (IDOE), Bureau of Nutrition, Health, and Transportation Services is seeking a web based interactive school bus driver training and certification course for all school bus drivers within the State of Iowa. This course will initially be for beginning drivers, with an option to expand the training course to include the required annual training for all school bus drivers in Iowa. Objectives of this proposal are to replace the existing traditional classroom VHS/DVD training format by creating a reliable, secure, and user friendly on-line training environment. From this point forward, school bus drivers will be referred to as “students” and the school transportation office for the State of Iowa will be referred to as “the agency”.

B. SERVICES AND SYSTEMS REQUIRED:

The successful firm (vendor) will deliver a web-based interactive school bus driver training and certification course for all new students within the State of Iowa. The program will include a system to allow the agency to track the individual students’ usage and completions along with allowing the agency full access to the database. It may also include a system to allow individual Iowa school districts to track their individual students’ usage and completions.

B.1 Functional Screens

The system shall incorporate user-friendly screens for individual use by students.

B.2 Maintain Individual/Personnel details

For each student who has a training history maintained, individual personal information such as person’s name, SSN or other unique identifier, current employment status, date of birth, etc., will be captured by the system. The system must be designed with appropriate safeguards to protect the confidentiality of this data.

The system shall allow administrators the ability to search, add and modify any attribute of the individual record or to delete an individual record.

B.3 System Requirements

The new system is to be a web based application, and either hosted and maintained by the firm (vendor), or optionally by the agency. The agency wants the flexibility to designate levels of user access rights.

Favorable consideration will be given to a system that can be tailored to allow the agency to make changes in content to the curriculum from within the agency.

C. REPORTS REQUIRED:

The following reports shall be available in the system and shall be accessible by the agency, including the ability of the agency to query for specific types of information. This list is not all-inclusive and may change as the project is developed.

C.1 Individual Exam Score Report

Individual Exam Score reports shall be generated by the system that consist of personal information, agency information, training history information (courses, certificates, etc.,) and other information associated with the student(s).

This report will have a set of pre-defined filter criteria (employee name, agency, position, etc.) based on which the report data will be displayed

C.2 Statistical Report (Quarterly, Annual or any period)

Statistical Report shall provide information regarding the number of training sessions by student(s) that have occurred during a specific time frame and shall include agency capability to query courses and certifications by student(s). This report will have a set of pre-defined filter criteria (employee name and date of exam) based on which the report data will be displayed.

This report shall have the capability for identifying pass/fail ratio of individual questions and/or modules that have occurred during a specific time frame.

D. COURSE CONTENT AND STUDENT TESTING AND CERTIFICATION:

D.1 Module Content

Actual content sections and number of sections (modules) will be determined pending discussions with the successful firm. An outline of the current training content of each section is enclosed at the end of this document. It's expected the new course will approximate this outline, though the content would likely be broken into more sections (or modules). It's anticipated the course content will include text as well as audio/visual content.

D.2 Testing

Each section or module is to contain approximately 20-25 total questions in the base group. The system should have the ability to give each individual student 4-5 randomly chosen questions from the base group of questions to allow for a check for understanding of the content at the end of each section.

Upon completion of all sections, an overall check or test of understanding of the entire course will be implemented. This will include 1-2 randomly chosen questions from each section. A pass level ratio for this final set of questions will be established. Failure on the student's part to meet this level will require a do-over by the student of selected or all modules.

Upon missing any question, whether at the end of a section or at the end of the course, the system should have the ability to automatically direct the student back for follow-up to the information for the missed question.

D.3 Certification

Upon successful completion of the course, each student shall be issued a certificate of completion by the system.

D.4 Link To IDOE Training Database

Favorable consideration will be given to a system that can link to the IDOE training database and automatically upload the record of a student's successful completion of this course to that database, thereby eliminating the current system of manually inputting this information.

E. PROJECT MANAGEMENT:

Upon awarding of the contract, the successful firm will name one individual as account executive to act as the firm's representative to the IDOE. The account executive will be responsible for total servicing of the account. The account executive will be responsible for all deadlines and for the finished quality of all materials.

Please specify what type of "help desk" will be available should this one individual be unable to answer technical questions or be unavailable for whatever reason.

F. TERMS OF THE PROPOSAL:

The agency will consider either a subscription pricing model or a product purchase price. If both models are included in the proposal, they must be clearly delineated.

For subscription pricing, a contract with the successful firm shall be prepared for a term of 12 months for the initial program (system development, testing and implementation) and may include a possible renewal. The successful firm should include pricing for the program in 12-month increments in the event of renewal of the contract. The contract start date will be ten (10) days after awarding of the contract.

A purchase price proposal should include hosting costs if that is an option proposed by the vendor and/or estimated implantation costs if hosted at the agency.

Start up costs shall be clearly identified and may include any necessary software licenses for the application, development and/or modification costs to alter an existing program to the agency's specifications, implementation costs and any necessary administrator training costs. This list may not be all-inclusive, so please list all start up costs.

G. SELECTION PROCESS

The selection process will begin with a review of the written proposals submitted to the IDOE. Following review of the written proposals, a select number of applicants will be requested to provide either on-line access or CD examples of the proposed program. At the discretion of the IDOE, an on-site demonstration at the agency's office by the firm's account executive may be requested.

H. CRITERIA FOR EVALUATION OF WRITTEN PROPOSALS

Proposals shall be consistently evaluated and scored based on the following criteria:

- Experience in providing e-learning services for the public sector.
- Experience in developing and producing e-learning products that are content rich and utilize interactive technologies including but not limited to Flash, Video streaming and multimedia.
- Experience in developing web-based training applications for state agencies.
- Knowledge and experience in Iowa's Information Technology standards and guidelines.
- Knowledge and experience with national and/or Iowa school transportation laws and rules.
- Ability to provide onsite training, maintenance and support at the agency in Des Moines, as and when needed.
- Ability to provide a data base application that is expandable for incremental phasing of future enhancements to the database to meet the increasing needs of our students.
- Ability to provide useful and readable reports.
- Ease of use of the training technology by the student(s).
- Cost of the initial 12 month project development as well as the cost of the maintenance proposal along with the cost of a possible contract renewal.

H.1 Maintenance Proposal

Subscription pricing shall include ongoing maintenance to fix bugs (programming corrections, etc.). If charges for course modifications are not included in the subscription pricing, they must be clearly defined as separate costs.

Product purchase pricing shall identify ongoing maintenance costs and charges for course modifications separately.

H.2 Security of Projects

The firm shall meet state security guidelines for protection of web-based data and shall include a security architecture that demonstrates the data collected is secured from compromise by non-authorized entities.

I. EVALUATION CONSIDERATIONS:

Firms may wish to give primary consideration to responding with examples that illustrate successfully completed projects with similar scope. Price will be considered in the evaluation, but will not be the only focus of the evaluation. A point system to create a list of proposals in ranked order will be used by the agency. Available points for each of the evaluation criteria are listed below. For the purpose of scoring costs, the proposed costs as submitted by the firm shall be used.

Selected firms will be asked to provide a demonstration of their product for agency personnel, trainers and other stakeholders prior to final selection. This demo will be counted as part of the evaluation process.

Evaluation Criteria		Available Points
I.	<u>Vendor (firm) Qualifications</u>	35%
II.	<u>Project Work Plan</u> (Based on description, clarity, and demo)	50%
III.	<u>Cost Analysis</u>	15%
<u>Total Project Qualifications</u>		100

The State of Iowa Department of Education will be the sole judge with respect to the evaluation of proposals.

J. WRITTEN PROPOSALS

Please provide the following in your written proposal:

1. Vendor (firm) name, address, phone number, fax number, web address, email contact.
2. Executive Summary of proposal
2. History of company (one page or less)
3. Three current client references, years of service, and reference contact information for each.
4. Describe your company's previous experience with training large public, employee bases.
5. Describe your company's previous experience with building Web-based training programs.
6. The firm shall provide a project description addressing the points outlined in this request for proposal and a work plan which provides a clear definition of the tasks to be performed, with completion dates for each task.

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To assist you in ascertaining you have addressed all areas and concerns outlined and requested in this proposal, a check-off is enclosed below. You may want to review and check this off prior to sending your proposal. Incomplete proposals will be evaluated as such. The due date for this proposal is November 10, 2008!

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|---|-------|
| A. General Information | _____ |
| B. Services & Systems Required | _____ |
| C. Reports Required | _____ |
| D. Course Content, Student Testing, & Certification | _____ |
| E. Project Management | _____ |
| F. Terms Of The Proposal | _____ |
| G. Selection Process | _____ |
| H. Criteria For Evaluation of Written Proposals | _____ |
| I. Evaluation Considerations | _____ |
| J. Written Proposal | _____ |

<p style="text-align: center;">CURRENT IOWA SCHOOL TRANSPORTATION STOP-12 COURSE CONTENT</p>

Session #1:

1. Introductions, Class Dates and Housekeeping Instructions
2. Review School Transportation Laws, Rules & Operating Procedures (20 Questions & 10 right of way situations)
3. Film: "School Bus Drivers Positively in Control" (1 Slide)
4. Protection Under the Law. Film: "Who's Liable" (1 Slide)
5. Bluebird Film. "History Channel Bus Segment" (1 Slide)

Session #2:

1. The Pre/Post Trip Inspection. Film: "Pre-Trip Inspection" (3 Slides)
2. STS Mirror Film (1 Slide)
3. Loading and Unloading on 3 Lane Hi-ways. (3 Slides)
4. Driver-to-Student Signal: Loading and Unloading. (2 Slides)
5. The "Intersection Stop". (4 Slides)
6. Intersection accidents. (5 slides)
7. Transporting Large Objects On the Bus. (3 Slides)
8. Do not signal other drivers to pass. (1 slide)
9. Road Sign Vandalism. (1 Slide)
10. Airbags and Student Positioning. (3 Slides)
11. Bus Handrail Recall. (4 slides)
12. Seat Belts on School Buses. (1 slide)
13. Defensive Driving. (7 Slides) Film "Defensive Driving for School Bus Drivers"

Session #3:

1. Student Discipline. Film: "Use Of Force" (2 slides)
2. Verbal control of students. Film "Dealing with Young Riders" (2 slides)
3. Discipline Film: "Keeping the Lid on It" (1 slide)
4. Confidentiality. Film: "Student Confidentiality" (2 slides)
5. Health issues. Film: "Dealing with Asthma, Diabetes and Epilepsy in Schools". (2 slides)

Session #4:

1. Emergency Evacuation Procedures and Requirements. (8 Slides) Film: "The Safest Way Out"
2. Post-Accident Procedures. (12 Slides)
3. Drug & Alcohol. (3 Slides)
4. NTSB Recommendations: Railroad Crossings & Route Hazards (7 Slides)
5. Railroad Safety. Film "Drive Safe, Arrive Alive". (1 slide)
6. School Bus Watch Program. (23 slides) Film: "School Bus Watch"